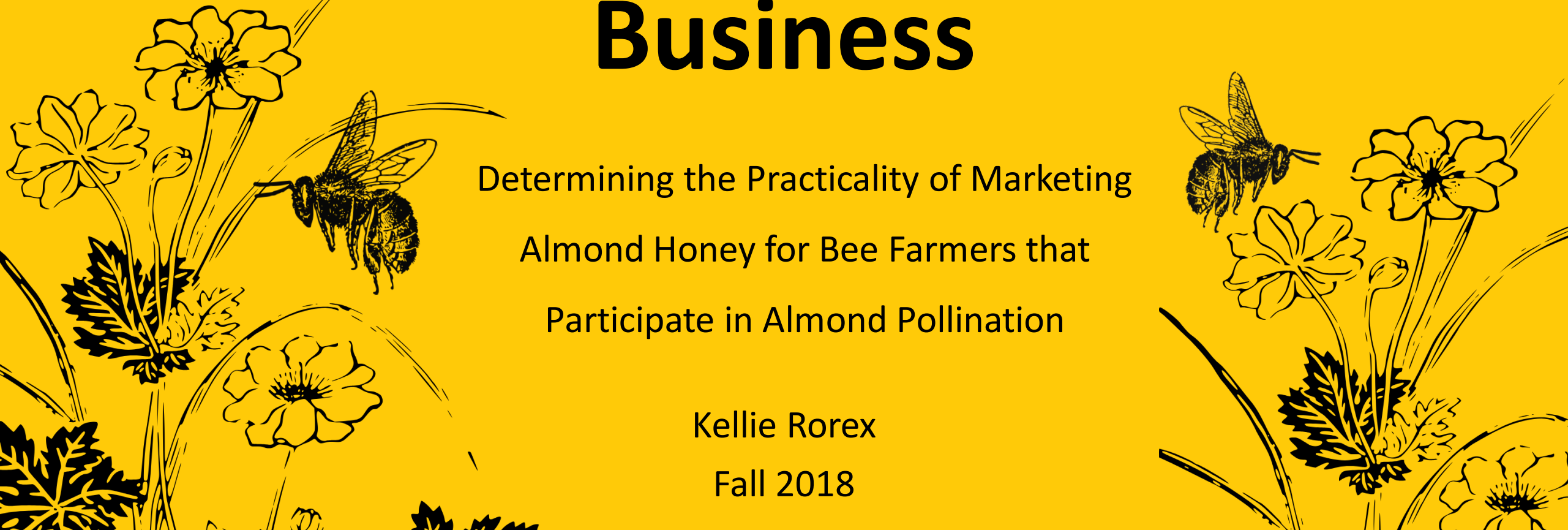




MSUS Culminating Experience: The Bee Business

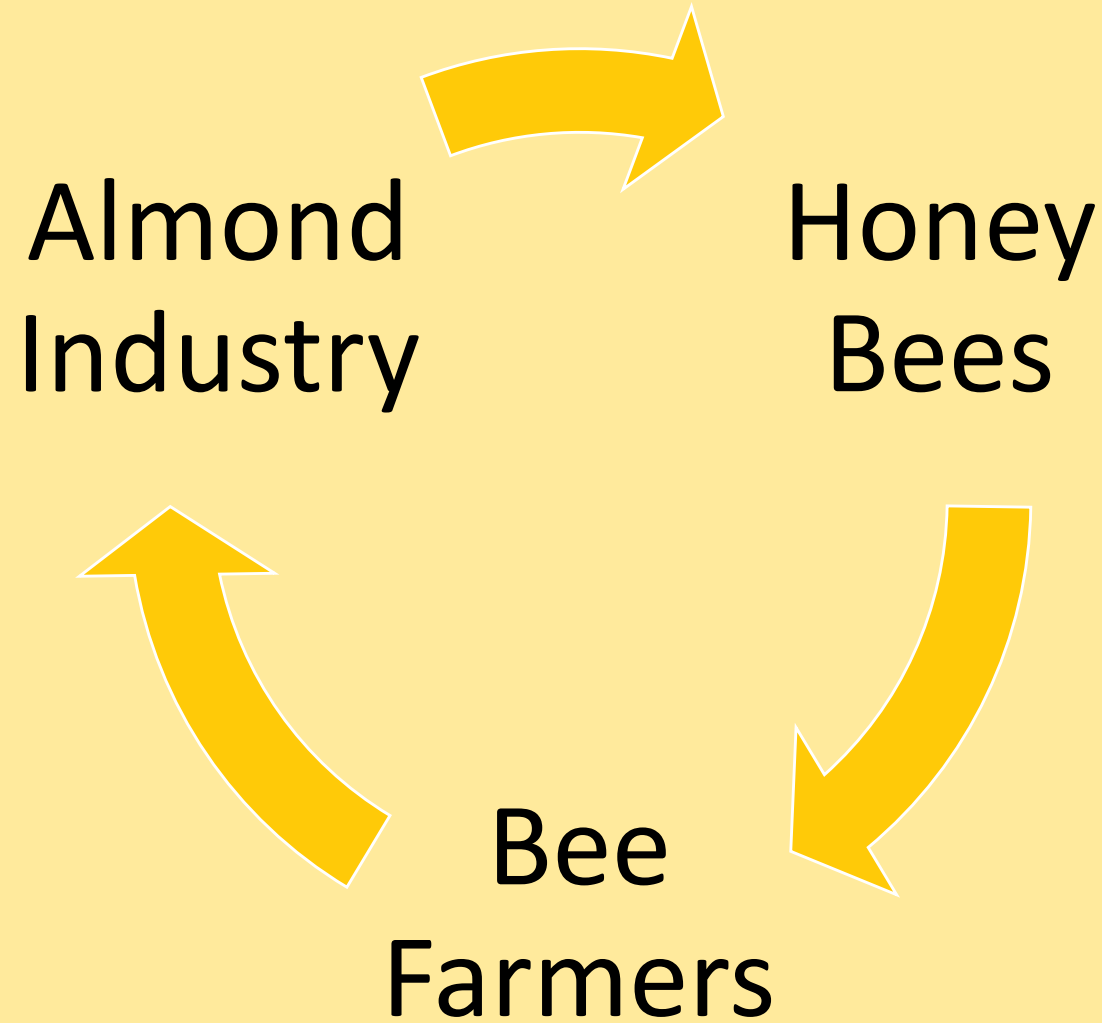


Determining the Practicality of Marketing
Almond Honey for Bee Farmers that
Participate in Almond Pollination

Kellie Rorex
Fall 2018



Sustainability Problem



- Dependencies
- Honey Waste
- Unsustainable business model



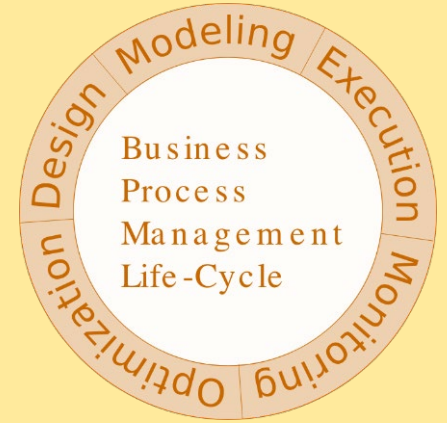


Solution

- Sell Almond Honey
 - Eliminate waste
 - Diversify revenue streams for bee farming business model
- Market towards beauty supply companies



Tools Used



- Typical Bee Farming Business Model
- Cost-Benefit Analysis of Selling Almond Pollination
- New Bee Farming Business Model With Almond Honey Sales
- Business Process Management to determine sellers and process
- Connect Buyers with Sellers

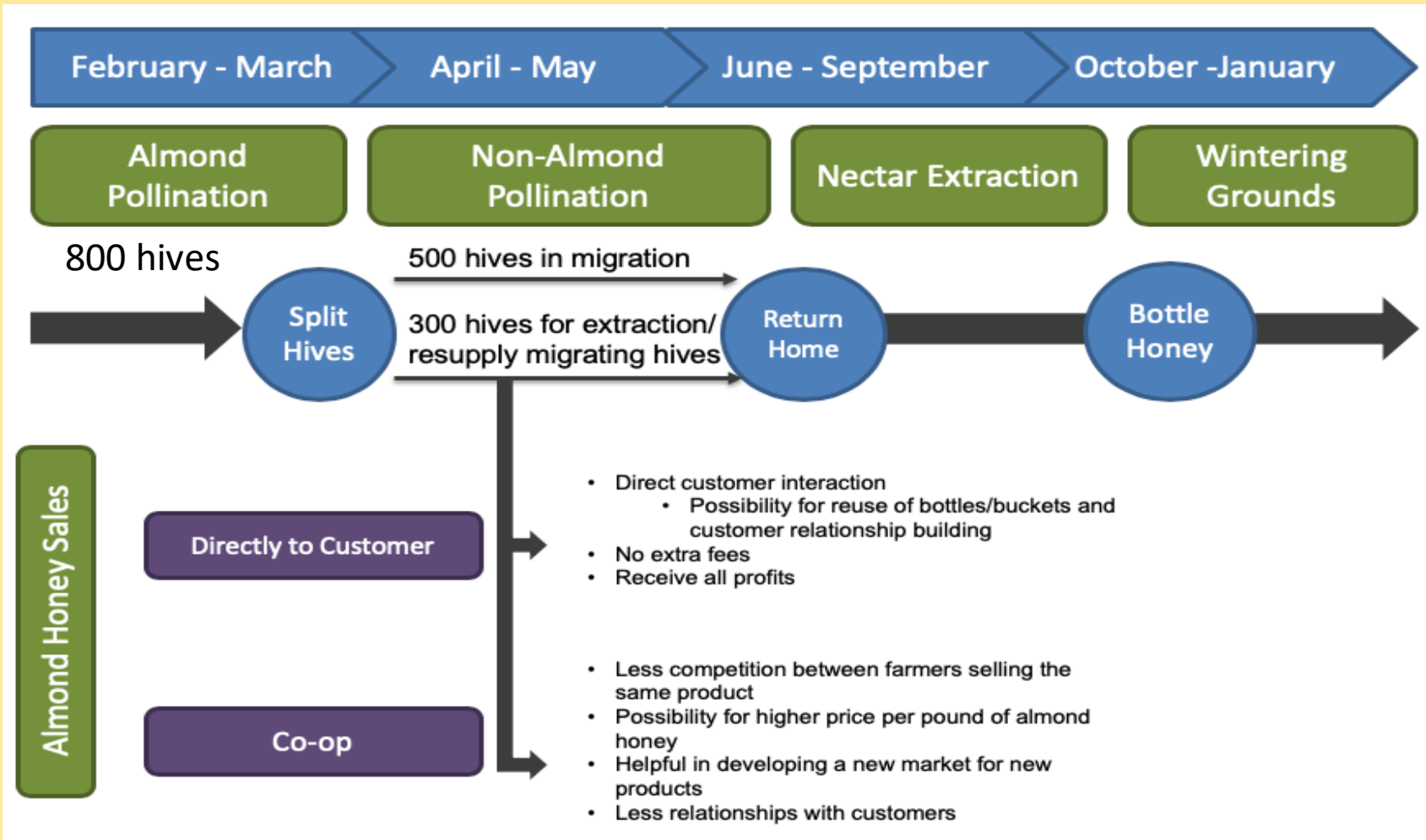




Outcomes

- Almond honey is not marketable for a price greater than edible honey
- Most costs of almond honey extraction can be mitigated
- Selling almond honey will lead to a 1% increase in honey sales
- Waste would be minimalized but other early season crops (apples) create the same problem.
- Beauty supply buyers are interested in testing out almond honey in their products.

Recommendations to Farmer





Personal Project Outcomes

- Connections with multiple commercial farmers
 - Byproduct marketability
- Experience working with a large complex industry
- Experience working closely with a company that wants to work on finding alternative solutions to unsustainable practices.
 - Travel costs - project opportunity



Questions?
Thank you!



Kellie Rorex

